Heartgard® Plus family of tools.

(ivermectin/pyrantel)

The path to prevention.

The HEARTGARD® Plus family of tools.

The Real-Beef Chewable dogs love to take¹ can help you protect more pets.

¹Of dogs showing a preference in two studies, all dogs preferred HEARTGARD Plus to TRIFEXIS® (spinosad + milbemycin oxime) beef-flavored chewables, when treated with both products in a heartworm disease prevention program.

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Special Offers Sent Directly to Your Clients

The CLIENT CONNECTION™ Plus Program sends coupons from your practice to your clients when they are due for a refill – at no cost to you!

Educating Staff

Lunch & Learns and Customized Training:
Merial Sales Representatives offer Lunch & Learns and customized training based on your practice’s needs. Let us know how we can help you!

Power of 12 Program

The Power of 12 helps you communicate the importance of year-round heartworm disease prevention. By joining, your practice will be provided with client education, display materials, staff training and the ability to sign up for email updates. Visit JoinPowerof12.com.

National Advertising to Raise Awareness and Drive Visits

HEARTGARD Plus advertises nationally on TV, in magazines and on the Internet to raise heartworm disease awareness. Your clients learn about the dangers of heartworm disease, how it’s transmitted, and why it’s so important for pet owners to visit you to get the year-round prevention every dog deserves.

Special Offers Sent Directly to Your Clients

The CLIENT CONNECTION™ Plus Program sends coupons from your practice to your clients when they are due for a refill – at no cost to you!
Promoting education can lead to protection in your patients.

Puppy & Kitten Kits
Give your patients their first dose of HEARTGARD Plus for FREE with these educational kits that provide valuable savings and heartworm disease education!

Taste Test Treats
Let your clients experience the palatability of the Real-Beef Chewable with non-medicated Taste Test Treats and demonstrate how easy heartworm prevention can be.

Educating Clients
Posters, Brochures & More: Help your clients understand the who, what, where, why and how of heartworm disease and intestinal parasites.

Exclusive Promotions & Coupons
Help your clients get the best value on HEARTGARD Plus when they purchase from you.

IMPORTANT SAFETY INFORMATION: HEARTGARD® (ivermectin) is well tolerated. All dogs should be tested for heartworm infection before starting a preventive program. Following the use of HEARTGARD, digestive and neurological side effects have rarely been reported. For more information, please visit www.HEARTGARD.com.
ONCE DISPENSED

Now that you have helped protect your patient, let’s keep it that way!

9 HEARTGARD Reminders
HEARTGARD Plus provides reminder emails and a free reminder app for smartphones on HEARTGARD.com, postcards from your Merial Sales Representative, and calendar reminder stickers in every pack of HEARTGARD Plus.

Available on the App Store
Available on Google play

10 MERAL® Rewards Program
Your staff’s advice plays an important role in helping to protect more pets. Sign up and your staff can be rewarded as individuals or as a team for every coupon redeemed in your practice!

11 Plus Customer Satisfaction Guarantee*
We GUARANTEE customer satisfaction so that you can dispense HEARTGARD Plus to your clients with confidence. This exclusive benefit is available only through veterinarians.

*For full guarantee details, contact your Merial sales representative.

12 Additional Support
If your staff or clients have any questions about HEARTGARD Plus, they can contact us directly:
Merial Customer Care Hotline: 1-800-660-1842
Merial Technical Support Hotline: 1-888-637-4251

To order these materials, contact your Merial sales representative.
HEARTGARD® Plus (ivermectin/pyrantel) is proud to team up with your practice to help more pets get the year-round heartworm prevention they deserve.

A patient’s path to prevention starts at home, travels through your clinic, and supports the pet owner after their pet is protected. That means:

- **Starting with educating pet owners at home** on the importance of visiting their veterinarian to protect their pet from heartworm disease.
- **Partnering with veterinarians in your practice** to provide valuable training and educational materials, and
- **Providing unparalleled support to pet owners and veterinary practices once dispensed.**

**IMPORTANT SAFETY INFORMATION:** HEARTGARD® (ivermectin) is well tolerated. All dogs should be tested for heartworm infection before starting a preventive program. Following the use of HEARTGARD, digestive and neurological side effects have rarely been reported. For more information, please visit www.HEARTGARD.com.
HEARTGARD® Plus is available in three dosage strengths (see how supplied section) for dogs of different weights. Each strength comes in convenient regimens of HEARTGARD Plus and HEARTGARD are the same with regard to ivermectin (6 mcg/kg). Studies with ivermectin indicate that certain dogs of the Collie breed are more sensitive to the effects of ivermectin administered at elevated dose levels (more than 15 times the target use level) than dogs of other breeds. At elevated doses, sensitive dogs showed adverse reactions which included mydriasis, depression, ataxia, tremors, drooling, paresis, recumbency, excitability, stupor, coma and death. HEARTGARD demonstrated no signs of toxicity at 10 times the recommended dose (60 mcg/kg) in sensitive Collies. Results of these trials and bioequivalency studies, support the safety of HEARTGARD products in dogs, including Collies, when used as recommended. HEARTGARD Plus has shown a wide margin of safety at the recommended dose level in dogs, including pregnant or breeding bitches, stud dogs and puppies aged 6 or more weeks. In clinical trials, many commonly used flea collars, dips, shampoos, anthelmintics, antibiotics, vaccines and steroid preparations have been administered with HEARTGARD Plus in a heartworm disease prevention program. In one trial, where some pups had parvovirus, there was a marginal reduction in efficacy against intestinal nematodes, possibly due to a change in intestinal transit time.

HOW SUPPLIED: HEARTGARD Plus is available in three dosage strengths (see dosage section) for dogs of different weights. Each strength comes in convenient cartons of 6 and 12 chewables.

For customer service, please contact Merial at 1-888-637-4251.

HEARTGARD® Plus Chewables, given orally using the recommended dose and regimen, are effective against the tissue larval stage of D. immitis for a month (30 days) after infection and, as a result, prevent the development of the adult stage. HEARTGARD® Plus Chewables are also effective against canine ascariids (T. canis, T. leonina) and hookworms (A. caninum, U. stenocephala, A. braziliense).

ACCEPTABILITY: In acceptability and field trials, HEARTGARD® Plus was shown to be an acceptable oral dosage form that was consumed at first offering by the majority of dogs.

PRECAUTIONS: All dogs should be tested for existing heartworm infection before starting treatment with HEARTGARD® Plus which is not effective against adult D. immitis. Infected dogs must be treated to remove adult heartworms and microfilariae before initiating a program with HEARTGARD® Plus.

While some microfilariae may be killed by the ivermectin in HEARTGARD® Plus at the recommended dose level, HEARTGARD® Plus is not effective for microfilariae clearance. A mild hypersensitivity-type reaction, presumably due to dead or dying microfilariae and particularly involving a transient diarrhea, has been observed in clinical trials with ivermectin alone after treatment of some dogs that have circulating microfilariae.

Keep this and all drugs out of the reach of children.

In case of ingestion by humans, clients should be advised to contact a physician immediately. Physicians may contact a Poison Control Center for advice concerning cases of ingestion by humans.

Store between 68°F - 77°F (20°C - 25°C). Excursions between 59°F - 86°F (15°C - 30°C) are permitted. Protect product from light.

ADVERSE REACTIONS: In clinical field trials with HEARTGARD® Plus, vomiting or diarrhea within 24 hours of dosing was rarely observed (1.1% of administered doses). The following adverse reactions have been reported following the use of HEARTGARD: Depression/lethargy, vomiting, anorexia, diarrhea, mydriasis, ataxia, staggering, convulsions and hypersalivation.

SAFETY: HEARTGARD® Plus has been shown to be bioequivalent to HEARTGARD, with respect to the bioavailability of ivermectin. The dose regimens of HEARTGARD Plus and HEARTGARD are the same with regard to ivermectin (6 mcg/kg). Studies with ivermectin indicate that certain dogs of the Collie breed are more sensitive to the effects of ivermectin administered at elevated dose levels (more than 15 times the target use level) than dogs of other breeds. At elevated doses, sensitive dogs showed adverse reactions which included mydriasis, depression, ataxia, tremors, drooling, paresis, recumbency, excitability, stupor, coma and death. HEARTGARD demonstrated no signs of toxicity at 10 times the recommended dose (60 mcg/kg) in sensitive Collies. Results of these trials and bioequivalency studies, support the safety of HEARTGARD products in dogs, including Collies, when used as recommended.

HEARTGARD® Plus Chewables to TRIFEXIS® (spinaclor + milbemycin oxime) beef-flavored chewable tablets; Executive Summary VS-USA-37807 and VS-USA-37808.

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